

Why are we preparing a Master Plan for Alviso?

Located at the southern tip of the San Francisco Bay, Alviso is San Jose's most northern neighborhood. In June 1993, the City Council directed the Planning Divisions of the Department of Planning, Building and Code Enforcement to prepare the Alviso Master Plan. One of the plan's objectives should be "improve the quality of life for residents while preserving the small town character of the area." The Master Plan process is an opportunity for a citizen's task force and the broader Alviso community to work together to identify a vision and plan for Alviso's future.

Where is the Alviso planning area?

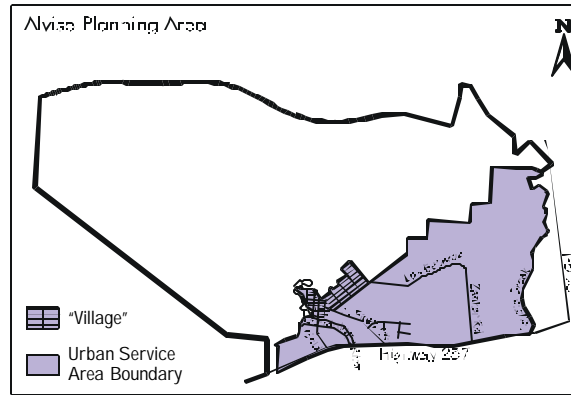
The 10,730-acre planning area includes all properties within the City of San Jose north of Route 237, between Coyote Creek and Guadalupe River.

What are Alviso's existing land uses and major features?

The focus of the plan is the land located within the Urban Service Area (2,840 acres) which can be divided into two subareas: the "village" and the larger area. Existing land uses in the "village" include single family residences, small grocery stores, restaurants, warehouses, and trucking operations. The larger area includes research and development firms, landfills, Water Pollution Control Plant (WPCP), and agricultural land. The Don Edwards San Francisco Bay National Wildlife Refuge, Alviso Marina County Park, and Cargill salt ponds occupy most of the area in Alviso that is outside the Urban Service Area.

Within the "village" of Alviso, there are several historic structures. The western portion of the "village" is designated as a Historic District on the

National Register of Historic Places. Good freeway access is available on Route 237 and Interstate 880.



What are the major issues in Alviso?

Following are some of the major land use and environmental issues that are being analyzed through the Master Plan process:

- **Zoning and General Plan Inconsistencies**
- **Incompatible Land Uses:** Proximity of residential uses to industrial uses
- **Services and Facilities:** Assess needs for community services and facilities
- **Flooding:** No protection from tidal flooding
- **Hazardous Materials:** Soils and water contamination from industrial operations
- **Vegetation and Wildlife:** Presence of wetlands and endangered species
- **Soils and Geology:** Potential development constraints due to liquefaction and bay mud
- **Truck Traffic:** Impacts from local businesses
- **Noise:** Sources include airport, railroad, and Route 237
- **Air Quality:** Odors from industrial uses
- **Cultural Resources:** Designation as a District on the National Register of Historic Places and presence of historic and prehistoric archaeological resources

What is the Alviso Master Plan process?

The Planning Divisions of the Department of Planning, Building and Code Enforcement is preparing the Master Plan. A 24-member task force was appointed by City Council to assist in the preparation of the Master Plan. The task force, chaired by Councilmember Margie Fernandes, represents Alviso residents, property owners, businesses, renters, public and private interest groups, and community-based organizations.

The task force has been conducting monthly public meetings since October 1993 and has completed a review of background issues in the fall of 1994. In December 1994, the task force adopted a "vision" for the Alviso Master Plan. The vision sets forth a direction for the plan, stating that Alviso should retain its "neighborly" character, maintain its existing pattern of development, improve its infrastructure and services, and celebrate its rich history.

Through additional community meetings and participation, the task force selected a preferred land use alternative in July 1995 which became the basis for the Master Plan of the area. The Master Plan also includes an implementation measures and an "action plan" for achieving the desired community improvements.

An Environmental Impact Report (EIR) will be prepared to evaluate environmental impacts of the proposed Alviso Master Plan. In the fall of 1998, the Planning Commission will hold public hearings to consider this EIR and make recommendations to the City Council concerning the Alviso Master Plan. Subsequently, the City Council will hold public hearings to consider adoption of the Alviso Master Plan, which will complete the planning process.

What are the advantages of a Master Plan?

The Alviso Master Plan is expected to achieve the following:

- Enhance the community character and natural amenities of Alviso
- Provide clear direction for future development in Alviso
- Resolve inconsistencies between zoning and General Plan designations
- Identify mitigation measures to reduce potential environmental impacts
- Identify improvements to existing public infrastructure and community services, as well as determine the need for new public facilities
- Rank needed improvements and identify potential funding sources as part of an “action plan” to implement the Alviso Master Plan

Contact

If you would like to be on the Alviso Master Plan mailing list or would like more information, please call **the Alviso Planning staff** at (408) 277-4576.

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The Alviso Master Plan



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